

STATE OF NEW JERSEY  
Office of the Attorney General  
Department of Law and Public Safety  
Division of Gaming Enforcement

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Petition of Bally's Park Place, Inc. d/b/a Bally's  
Bally's Atlantic City; Boardwalk Regency  
Corporation d/b/a Caesars Atlantic City; Harrah's  
Atlantic City Operating Company, LLC; d/b/a  
Harrah's Resort Atlantic City; and Showboat  
Atlantic City Operating Company, LLC  
d/b/a Showboat Casino Hotel for Consumer  
Alcoholic Beverage Tasting Permits Pursuant to  
*N.J.A.C. 13:69I-5.3* and Any Other  
Approvals Necessary to Conduct the  
**2012 Atlantic City Food and Wine Festival**

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ORDER  
PRN 1661202

Pursuant to their joint Petition (PRN 1661202), filed on behalf of Bally's Park Place, Inc. d/b/a Bally's Atlantic City ("Bally's"), Boardwalk Regency Corporation d/b/a Caesars Atlantic City ("Caesars"), Harrah's Atlantic City Operating Company, LLC d/b/a Harrah's Resort Atlantic City ("Harrah's") and Showboat Atlantic City Operating Company, LLC d/b/a Showboat Casino Hotel ("Showboat"), Petitioners request that the Division of Gaming Enforcement ("Division") issue Consumer Alcoholic Beverage Tasting Permits, pursuant to *N.J.A.C. 13:69I-5.3*, and any other regulatory approvals necessary to conduct Petitioners' 2012 Atlantic City Food and Wine Festival ("Festival").

The Festival is a four day event (Thursday July 26, 2012 through Sunday July 29, 2012) showcasing food, wine, celebrity chefs, culinary personalities, winemakers and spirits producers. The Festival is comprised of two elements. The first element, to be held at Bally's, is the main exhibition and exposition showcasing food and wine, and items related to food and wine. Tastings

will be held at this location. The second element of the Festival, to be held at various locations within Petitioners' casino hotel facilities (listed below), will consist of twenty-nine (29) ancillary events which include dinners, tasting events, cooking seminars and "meet-and-greets" with featured chefs.

Having considered the relevant provisions of the Casino Control Act, *N.J.S.A. 5:12-1 et seq.*, and having received notification from the Atlantic City Police Department as to the adequacy of the Petitioners' security plan for its Festival, I hereby ORDER that the Petition be granted and a Consumer Alcoholic Beverage Tasting Permit **(2012-147-TS)** be issued to Petitioners authorizing the following events:

1. **Festival Kick-Off Party** (Harrah's)  
The Pool at Harrah's  
Thursday, July 26, 2012  
8 pm to 11 pm
2. **The Grand Market** (Bally's)  
Grand Ballroom  
Friday July 27, 2012 through Sunday July 29, 2012  
Session 1 [Friday] 6 pm to 10 pm  
Session 2 [Saturday] 12 pm to 4 pm  
Session 3 [Saturday] 6 pm to 10 pm  
Session 4 [Sunday] 12 pm to 4 pm
3. **Viking Cooking School** (Harrah's)  
Viking Cooking School  
Friday, July 27, 2012 through Sunday, July 29, 2012  
Demonstration 1 - Friday 6 pm to 7 pm  
Demonstration 2 - Saturday 12 pm to 1 pm  
Demonstration 3 - Saturday 3 pm to 4 pm  
Demonstration 4 - Saturday 7 pm to 8 pm  
Demonstration 5 - Sunday 1 pm to 2 pm
4. **Define Cheese Steak** (Showboat)  
Showboat Flat Lot  
Friday, July 27, 2012  
8 pm to 11 pm

5. **Drink “My Beer”** (Caesars)  
Pool Deck  
(Contingency Location - Empire A & B Room at Caesars)  
Friday, July 27, 2012  
10 pm to 12 am
6. **Blues, Brews and BBQ** (Showboat)  
Showboat Flat Lot  
Saturday, July 28, 2012  
12 pm to 3 pm
7. **Seminars** (Caesars and Bally’s)  
Saturday, July 28, 2012  
  
Mia Seminar Series (Caesars)  
Mia  
Seminar 1 - 11am to 12 pm  
Seminar 2 - 1 pm to 2 pm  
Seminar 3 - 3 pm to 4 pm  
  
Boardwalk Series Seminar (Bally’s)  
Dennis Courtyard Extension  
Seminar 1 - 8 pm to 9 pm  
Seminar 2 - 10 pm to 11 pm
8. **Harry’s Crab Fest** (Bally’s)  
Dennis Courtyard  
Saturday, July 28, 2012  
3 pm to 6 pm
9. **Sunset Sliders & Sushi** (Caesars)  
Pool Deck  
(Contingency Location - Empire A & B Room at Caesars)  
Saturday, July 28, 2012  
5 pm to 7 pm
10. **Sweet and Stylish hosted by The Cake Boss, Buddy Velasco and Nadia G** (Caesars)  
Palladium Ballroom  
Saturday, July 28, 2012  
8 pm to 12 am

11. **Drew Estate Cigar and Whiskey Gala (Caesars)**  
Pool Deck  
(Contingency Location - Bally's Dennis Courtyard)  
Saturday, July 28, 2012  
10 pm to 12 am

As a per-ticket donation will be given by Petitioners to the Community Food Bank of New Jersey, as the charitable sponsor of the Festival, Petitioners have sought a Social Affair Permit for this charitable organization. As a charitable organization found by the Division to be properly registered and in good standing with New Jersey's Division of Consumer Affairs, the Division will issue a Social Affair Permit (**2012-148-SA**) to Community Food Bank of New Jersey for the purpose specified herein.

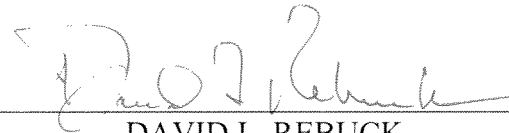
This approval is subject to the following conditions:

1. Petitioners will conduct the Festival events in accordance with the description and representations contained in PRN 1661202, including the security plan submitted with the Petition as Exhibit D.
2. Petitioners will maintain adequate security during each event to insure the safety of guests and employees and to prevent the removal of the alcohol by unauthorized individuals.
3. Petitioners' CHAB employees who are conducting the events will insure against providing alcoholic beverages to any individual who is under the age of twenty-one (21) or who is actually or apparently intoxicated.
4. The bottles of alcoholic beverages for each event shall be purchased by the respective Petitioner from a New Jersey licensed alcoholic beverage wholesaler/distributor and will either be stored in each respective Petitioner's alcoholic beverage inventory until transported directly to the Festival event area or delivered by the licensed wholesaler/distributor directly to the Festival event area.

5. Petitioners are to assure that any suppliers', wholesalers' or manufacturers' representatives attending the Festival events are in possession of the required permit to participate as set forth in *N.J.A.C. 13:2-37.1(b)(5)*.
6. Petitioners are to notify the Division of any material changes to the Festival events.
7. Petitioners, through their respective CHAB employees and pursuant to the procedures to be employed at the tasting events, will insure that the tastings will be held in compliance with *N.J.A.C. 13:69I-5.3* which limits the number of ounces of alcohol per sample, in addition to other requirements attendant to tastings.
8. Petitioners will be jointly and severally liable for any violations of the alcoholic beverage laws and regulations of the Division of Gaming Enforcement, and as deemed applicable, the New Jersey Division of Alcoholic Beverage Control, that may occur during the Festival events.
9. Petitioners are required to obtain all necessary approvals from all other appropriate governmental agencies prior to conducting the Festival events.

Dated: \_\_\_\_\_

July 23, 2012



DAVID L. REBUCK  
DIRECTOR